

Approved on 02/22/07

## **INTERAGENCY COORDINATING COUNCIL COMMITTEE MEETING NOTES**

**COMMITTEE:** Public Awareness

**RECORDER:** Kay Ryan

**DATE:** November 16, 2006

### **COMMITTEE MEMBERS**

**PRESENT:** Kathleen Colvin, Toni Doman, Diana Downing, Stephanie Pringle Fox, Elaine Fogel Schneider.

**ABSENT:** Tony Anderson, Zelna Banks, Rebecca Carroll, Cal Enriquez, Shirley Stihler and Jacqueline Tinetti.

**GUESTS:** Rick Ingraham, Patty Moore, Dr. Mac Peterson, Wendy Santos, and Dr. Sam Yang.

**LIAISONS:** Janet Canning, CDE, absent. Erin Paulsen, DDS

### **MEETING NOTES**

#### **I. INTRODUCTIONS AND WELCOME**

#### **II. AGENDA REVIEW**

The agenda was reviewed and approved with the addition of items X.A through E. below and the elimination of item IX.

#### **III. REVIEW AND APPROVAL OF PRIOR MEETING NOTES**

PAC September 2006 minutes were reviewed and approved after one correction to move Toni Doman's name from the "guest" to the "present" category.

#### **IV. EXECUTIVE COMMITTEE REPORT - AND DISCUSSION**

Dr. Schneider provided highlights from the Executive Committee meeting.

- California's OSEP visit during the first week of October went generally well and the ICC meeting provided an excellent background for that visit.
- There is an action item on the ICC agenda to amend Title 17 regulations to include SLP/As as a vendor category. DDS plans to incorporate this change through the regulations implementing Part C. PAC discussed how SLP/As may and may not be used and will suggest that correspondence from DDS to Regional Centers about this issue reiterate that SLP/As are not permitted to conduct evaluations and must provide service pursuant to a treatment plan developed by, and under the supervision of a SLP.
- Any Committees requesting additional meetings must do so through Kevin Brown.
- Committees were asked to review and update Workplans for DDS.

## **V. AGREEMENT ON CONTENT OF PACKET FOR OUTREACH TO HEALTH CARE PROVIDERS**

PAC got some expert advice about outreach to Physicians from Rick Ingraham and Dr. Sam Yang. Dr. Yang described a study in Ohio in which Physicians and consumers were both given information about osteoporosis. Subsequently, the greatest increase in screenings occurred among educated consumers who initiated dialogue about the issue. The study concluded that there is compelling evidence in favor of patient education as a means to change Physician behavior. This shifted our thinking about how to focus our efforts and led to a lot of creative brainstorming and, what we believe is an effective strategy for getting information to Physicians about Early Start.

PAC envisions a 2-pronged approach similar to the one currently being used by many major drug companies. First is to educate the consumers, which we plan to do through bus posters, web site, PSAs, and DVDs to play in Dr.'s offices, and then to provide support to MDs with general information about developmental screening and the availability of Early Start resources.

## **IV. UPDATE OF DDS RESPONSE TO PAC RECOMMENDATIONS**

DDS provided a written update on ICC Recommendations on pages 188-200 of the booklet.

## **VII. UPDATE OF POTENTIAL COLLABORATION WITH PARENT LEADERSHIP AD HOC COMMITTEE**

**MENTORING NEW MEMBERS** - In response to feedback received at the September ICC meeting, the Newcomer's Orientation was held this morning, on the first day of the ICC meeting. PAC discussed the pros and cons of that change. While having the orientation before the meetings start is a good thing for those attending both days, oftentimes parents can only come one day and that's the second day. PAC will work with the Ad Hoc Parent Leadership group to be as responsive as possible to the needs of people attending their first meeting.

PAC will prepare a letter to be sent to everyone who attends the Newcomer Orientation. It will thank them for their interest and give them the name of someone they can contact if they have questions. A draft will be provided to members of the Executive Committee prior to the next pre-meeting Executive Committee conference call in hopes that we can begin using it for newcomers at the February meeting.

Elaine will continue to work with the Ad Hoc Parent Leadership group to develop a mentoring program.

**NEWCOMER FLYER** - PAC reviewed a final copy of the flyer on page 209 of the book. We have been referring to this as the Newcomer's Flyer but decided that a more appropriate name would be the ICC Family Recruitment Flyer. We all agreed that this is an excellent product with many possible uses. PAC believes this document has the potential to increase family involvement in the ICC and suggests that it be used in all of the following ways: As a handout at WestEd's Institutes for service providers and coordinators; as a PDF document on the DDS and WestEd websites, by FRCs, LEA's

Regional Centers, Vended Programs, and, by Child Care Resource and Referral and Alternative Payment Programs (in parent meetings, newsletters, home visits, or any other creative ways they deem appropriate). PAC also suggests that this poster be turned into a poster for use in all of the above. We expect the above strategies will result in an increase in family involvement, which can be documented by tracking the numbers of parents, grandparents and guardians expressing interest in participating in the ICC by becoming members, Community reps or attending the ICC meetings.

**NEWCOMER ORIENTATION PACKET** - Parent stipends are available to participants from the California Association of Family Empowerment Centers at (916) 325-1690. While this information is provided in the current Newcomer packets and is now on the table at the ICC meetings, many parents have participated for years without accessing this resource and PAC appreciates DDS including the information in the booklet as well.

### **VIII. DEBRIEF ABOUT PARENT LEADERSHIP AWARD**

PAC is pleased with the outcome but wants to call attention to some problems with the process. We learned from Patty Moore that the people who nominated her were not informed of her award. We also have not seen the letter of appreciation Patty sent. PAC would like to recommend that future processes include a “thanks for the nomination, here’s who won letter” to all nominators.

### **IX. UPDATE ON REASONS FOR CONCERN BROCHURE PILOT PROJECT -**

Eliminated

### **X. OTHER**

**A. AGENDA FOR FEBRUARY** - See attached

### **B. LETTER TO FIRST 5**

As part of our effort to educate consumers, we will ask First 5 California to include the Early Start Reasons for Concern brochure in their new parent kits and to help get play for the Early Start PSA. PAC will draft a letter to First 5 on behalf of the ICC and requests that approval be an action item on the February agenda – understanding that the Executive Committee and DDS may wish to wordsmith the letter after the meeting.

**C. REVIEW WORKPLAN AND UPDATE DDS** - See attached

### **D. NEED FOR ADDITIONAL MEETING**

PAC members will work on our priority via e-mail and will schedule a conference call between the February and May meetings to avoid an additional meeting.

### **E. IDEAS FOR FUTURE MEETINGS**

PAC suggests: DADP and DMH report on what is happening with the Prop 63 dollars, especially around infant/family mental health; and a presentation by the MIND Institute at a Sacramento meeting about emerging science and treatment strategies for autism and other neurological disorders.